

METHODIST UNIVERSITY COLLEGE GHANA



FACULTY OF BUSINESS ADMINISTRATION

MASTERS OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

2011

METHODIST UNIVERSITY COLLEGE GHANA
FACULTY OF BUSINESS ADMINISTRATION

THE MBA PROGRAMME

OVERVIEW

This MBA programme is designed to provide a strong and advanced education in business management to equip participants with skills and knowledge necessary for the attainment of a competitive edge in Business Administration. The programme aims to provide advanced education with specialization in Accounting, Finance, Human Resource Management and Marketing to participants who, upon graduation, can provide specialized skills at the middle and senior management levels of business as well as non-profit organizations.

It will also equip participants with skills that will enable them to set up and manage their own businesses profitably or to pursue further education in any of the specializations offered.

The programme's student-centred approach emphasizes supportive, collaborative learning and fosters a strong sense of communal approach to problem solving.

Alongside academic development, participants will be able to develop transferable skills, including:

project management and problem-solving,
planning, analysis, organization and implementation,
teamwork and leadership,
personal efficiency and communication,
development of innovation, creativity and entrepreneurship.

OBJECTIVE

The MBA programme is designed to equip participants with knowledge and skills in order to meet the challenges of the modern world and to enhance their job prospects. It is a flexible two-year programme that allows students to choose from the different specializations.

ADMISSION REQUIREMENTS

- (i) Candidates wishing to pursue the Master of Business Administration (MBA) are required to
 - (a) have a good first degree (at least a Second Class Lower Division) in the relevant specialization from MUCG or any recognized university, and have a minimum of two (2) years relevant post-graduation working experience, or,
 - (b) be holders of professional qualifications such as ACCA, CA, CIM, CIMA or ICSA with some relevant post-qualification working experience.
- (ii) Admission to the MBA programme may be granted to applicants satisfying (i) after an interview organized by the university Joint Admission Board.

COURSE OF STUDY

The MBA programme is available in two options as follows:

- (i) Course Work Option: for students with non-academic interests.
- (ii) Thesis Option: for students with research and academic interests.

ACADEMIC YEAR

The Academic Year consists of two semesters as follows:

First Semester September-January

Second Semester February-June

or as may be prescribed by the university from time to time.

STURCTURE OF SEMESTER

A semester shall normally be of 16 weeks duration and shall be structured as follows:

13 weeks of teaching

1 week of revision

2 weeks of examinations.

DURATION OF STUDY

The duration of the MBA programme is a minimum of four (4) semesters and a maximum of six (6) semesters.

MEASUREMENT OF PERFORMANCE

Performance in a course shall be measured in terms of:

- (a) the results of prescribed written and /or oral examinations, and/or
- (b) assessment of such essays, assignments, project work and reports as may be prescribed for each course.
- (c) Each course will be examined at the end of the semester for 70% of the total marks.
- (d) Continuous assessment based on class work including assignments and tests will account for 30% of the total marks for the course.

GRADING SYSTEM

Grade	Numerical Marks	Interpretation	Grade Point
A	70-100	Excellent	4.0
B+	60-69	Very Good	3.50
B	50-59	Good	2.50
C	40-49	Fail	1.50
D	30-39	Fail	0.00
F	0-29	Fail	0.00
X	-	Incomplete course for unsatisfactory reason	-
Z	-	Disqualification	-
I	-	Incomplete course	-
Y	-	No examination for non- payment of fees	-

PROGRESSION

- (i) A Year 1 student shall be deemed to have satisfied the requirement for progression to Year 2, if at the end of second semester he/she has obtained a minimum of 24 credits following MBA courses.
- (ii) A student who fails to obtain the minimum credits required as stated in (i) shall be asked by the Registrar to withdraw.

COURSE UNIT REQUIREMENTS FOR GRADUATION

The following are the credits that a registered student is required to earn to graduate:

COURSE WORK OPTION

First Year Course Work	-	30 Credits
Second Year Course Work	-	27 Credits
Long Essay	-	6 Credits
Total	-	63 Credits

THESIS OPTION

First Year Course Work	-	30 Credits
Seminar Presentation I	-	3 Credits
Seminar Presentation II	-	3 Credits
Thesis	-	30 Credits
Total	-	66 Credits

AWARD OF MBA

A candidate who has obtained

- (i) a final grade point average (FGPA) of not less than 2.50,
 - (ii) a pass grade or better for all courses taken,
 - (iii) a pass grade or better for the Long Essay (Course Work Option),
- or,

- (iv) a pass grade or better for each Semester Presentation and Thesis (Thesis Option),

shall be awarded the MBA.

COURSE STRUCTURE

COURSE WORK OPTION

During the first year at MUCG, all MBA students doing the Course Work Option pursue the same required curriculum. By studying under a common curriculum, students build a broad and solid foundation of general management concepts and skills across all the key disciplines.

YEAR 1

Semesters 1 and 2

Ten courses will be taken during the first year; five courses of three credit hours each per semester making a total of 15 credit hours per semester, and 30 credit hours for the year.

YEAR 2

Semesters 1 and 2

Each discipline will offer core courses and electives each of three credit hours every semester totalling 27 credit hours for the two semesters. In addition, students will write a Long Essay of 6 credit hours. In all the total number of credit hours for the second year is 33 credit hours.

THESIS OPTION

YEAR 1

Semesters 1 and 2

Students who opt for the Thesis Option will be required to do course work in the first year. This will consist of essentially the courses taken by the second year Course Work Option group except that MADM 620 Research Methods will replace MADM 600 Long Essay. The second year will be devoted to writing a thesis in their areas of specialization.

Ten courses will be taken during the first year; five courses of three credit hours each per semester, making a total 15 credits per semester, and 30 for the year.

YEAR 2

Semester 1 and 2

The second year will be devoted to research work. Each student will be assigned to a supervisor or a team of supervisors to guide him/her to start and complete their thesis. Students will be required to make 3 credit hour Seminar Presentation each semester. The Thesis is 30 credit hours. The total number of credit hours for the second year is 36.

COURSES OFFERED

COURSE WORK OPTION

YEAR 1

First Semester

CORE COURSES

	Credits
MADM 661 Economics	3
MADM 603 Financial Reporting and Control	3
MADM 605 Quantitative Analysis and Decision-Making	3
MADM 607 Management Information Systems	3
MADM 609 Management and Organizational Behaviour	<u>3</u>
Total credits	15

Second Semester

CORE COURSES	Credits
MADM 602 Human Resource Management	3
MADM 604 Financial Management	3
MADM 608 Production and Operations Management	3
MADM 610 Marketing Management	3
MADM 620 Research Methods	3
Total credits	15

YEAR 2

ACCOUNTING

First Semester

CORE COURSES	Credits
MADM 611 Advanced Corporate Reporting	3
MADM 613 Auditing and Assurance Services	3
MADN 615 Strategic Business Planning and Development	3
MADM 617 Corporate and Business Law	3
One (1) Elective	<u>3</u>
Total credits	15

ELECTIVES

MADM 663 Economics for Managers	3
MADM 645 Entrepreneurial Management	3

Second Semester

CORE COURSES	Credits
MADM 600 Long Essay	6
MADM 612 Advanced Business Taxation	3
MADM 614 Management Accounting	3
MADM 618 Advanced Public Sector Accounting	3
One (1) Elective	<u>3</u>
Total credits	18

ELECTIVES

MADM 616 Corporate Financial Analysis	3
MADM 628 Investment Management	3

YEAR 2

FINANCE

First Semester

CORE COURSES	Credits
MADM 615 Strategic Business Planning and Development	3
MADM 617 Corporate and Business Law	3
MADM 629 Advanced Corporate Finance	3
Two (2) Electives	<u>6</u>
Total credits	15

ELECTIVES

MADM 663 Economics for Managers	3
MADM 627 Analysis of Financial Markets	3
MADM 637 Marketing of Services	3
MADM 645 Entrepreneurial Management	3

Second Semester

CORE COURSES	Credits
MADM 600 Long Essay	6
MADM 628 Investment Management	3
Three (3) Electives	<u>9</u>
Total credits	18

ELECTIVES

MADM 616 Corporate Financial Analysis	3
MADM 624 International Financial Management	3
MADM 626 Strategic Financial Management of Banks	3
MADM 632 Human Resource Development	3
MADM 640 Consumer Behaviour	3

YEAR 2

HUMAN RESOURCE MANAGEMENT

First Semester

CORE COURSES	Credits
MADM 615 Strategic Business Planning and Development	3
MADM 617 Corporate and Business Law	3
MADM 633 Strategic Human Resource Management	3
Two (2) Elective	<u>6</u>
Total credits	15

ELECTIVES

MADM 631	Human Relations in Organizations	3
MADM 645	Entrepreneurial Management	3
MADM 637	Marketing of Services	3

Second Semester

CORE COURSES		Credits
MADM 600	Long Essay	6
MADM 632	Human Resource Development	3
MADM 636	International Human Resource Management	3
Two (2) Electives		<u>6</u>
Total credits		18

ELECTIVES

MADM 634	Industrial Relations and Labour Law	3
MADM 638	Management of Change and Organisational Development	3
MADM 640	Consumer Behaviour	3

YEAR 2**MARKETING****First Semester**

CORE COURSES		Credits
MADM 615	Strategic Business Planning and Development	3
MADM 617	Corporate and Business Law	3
MADM 637	Marketing of Services	3
MADM 639	International Marketing	3
One (1) Elective		<u>3</u>
Total credits		15

ELECTIVES

MADM 633	Strategic Human Resource Management	3
MADM 635	Sales Management	3
MADM 645	Entrepreneurial Management	3

Second Semester

CORE COURSES		Credits
MADM 600	Long Essay	6
MADM 648	Advanced Strategic Marketing Decisions	3
Three (3) Electives		<u>9</u>
Total credits		18

ELECTIVES

MADM 638	Management of Change and Organizational Development	3
MADM 640	Consumer Behaviour	3
MADM 642	Integrated Marketing Communications	3
MADM 644	Marketing Research and Analysis	3

THESIS OPTION

In the first year all students taking the Thesis Option will be required to do courses indicated below. In the second year students will devote their time to thesis writing in their areas of specialization.

YEAR 1

ACCOUNTING

First Semester

CORE COURSES	Credits	
MADM 611	Advanced Corporate Reporting	3
MADM 613	Auditing and Assurance Services	3
MADM 615	Strategic Business Planning and Development	3
MADM 617	Corporate and Business Law	3
MADM 645	Entrepreneurial Management	<u>3</u>
Total credits	15	

Second Semester

CORE COURSES	Credits	
MADM 612	Advanced Business Taxation	3
MADM 614	Managerial Accounting	3
MADM 616	Corporate Financial Analysis	3
MADM 618	Advanced Public Sector Accounting	3
MADM 620	Research Methods	<u>3</u>
Total credits	15	

FINANCE OPTION

First Semester

CORE COURSES	Credits	
MADM 615	Strategic Business Planning and Development	3
MADM 617	Corporate and Business Law	3
MADM 627	Analysis of Financial Markets	3
MADM 629	Advanced Corporate Finance	3
MADM 645	Entrepreneurial Management	<u>3</u>
Total credits	15	

Second Semester

CORE COURSES		Credits
MADM 616	Corporate Financial Analysis	3
MADM 620	Research Methods	<u>3</u>
MADM 624	International Financial Management	3
MADM 626	Strategic Financial Management of Banks	3
MADM 628	Investment Management	3
Total credits		15

HUMAN RESOURCE MANAGEMENT

First Semester

CORE COURSES		Credits
MADM 615	Strategic Business Planning and Development	3
MADM 617	Corporate and Business Law	3
MADM 631	Human Relations in Organization	3
MADM 633	Strategic Human Resource Management	3
MADM 645	Entrepreneurial Management	<u>3</u>
Total credits		15

Second Semester

CORE COURSES		Credits
MADM 609	Management and Organisational Behaviour	3
MADM 620	Research Methods	3
MADM 632	Human Resource Development	<u>3</u>
MADM 634	Industrial Relations and Labour Law	3
MADM 636	International Human Resource Management	3
Total credits		15

MARKETING

First Semester

CORE COURSES		Credits
MADM 617	Corporate and Business Law	3
MADM 635	Sales Management	3
MADM 637	Marketing of Services	3
MADM 639	International Marketing	3
MADM 645	Entrepreneurial Management	<u>3</u>
Total credits		15

Second Semester

CORE COURSES		Credits
MADM 620	Research Methods	3
MADM 640	Consumer Behaviour	3
MADM 644	Marketing Research and Analysis	3
MADM 648	Advanced Strategic Marketing Decisions	3
MADM 642	Integrated Marketing Communications	<u>3</u>
Total credits		15

YEAR 2

MADM 621	Seminar I	3
MADM 622	Seminar II	3
MADM 600	Thesis	<u>30</u>
Total credits		36

DESCRIPTION OF COURSES

MADM 600 LONG ESSAY/THESIS

Objective

The objective in this course is to help students to go through research work and also to practicalise the themes covered in their areas of specialization. Each student will be assigned a team of supervisors to guide him/her to complete the Long Essay or Thesis.

MADM 602 HUMAN RESOURCE MANAGEMENT

Objective

The objective is to help students understand and appreciate the key concepts of corporate governance.

Description

Students will be exposed to the key concepts in HRM such as: the historical development of human resource management, recruitment and selection, training and development, performance appraisal, reward systems, collective bargaining, discipline, grievance handling and communication. This course provides the foundation for MADM 633-Strategic Human Resource Management.

Reading List:

1. Mathis, R. L. and Jackson, J. H., (2004). *Human Resource Management*, 10th Edition, Melisa Acuna.
2. Torrington, D. et al., (2005). *Human Resource Management*, 6th Edition, Prentice Hall,

- Europe.
3. Gomez-Meija et al., (2007). *Managing Human Resource*, 5th Edition, Prentice Education Inc. N. J.
 4. Asare- Bediako, K., (2002). *Professional Skills in Human Resource Management*, Kasbed Ltd, 277 Windy Hills.
 5. Armstrong, A., (2003). *A Handbook of Personnel Management Practice*, 8th Edition, Kogan, London.

MADM 603 FINANCIAL REPORTING AND CONTROL

Objective

At the end of this course students will gain the following: an understanding of the concepts and language of accounting so that it can be used as an effective tool for communication, monitoring and resource allocation; mastery of the vocabulary of financial statements and accounting reports; familiarity with how modern accounting and control theory is used in evaluating economic conditions and making organisational decisions; how to grow the business into sustainable enterprise.

Description

Topics to be covered include:

Nature and purpose of accounting, accounting reports and users, business environment, types of business activity and forms of organization. Double entry systems. Accounting equation and Balance sheet. Cash Book, ledgers and Trial Balance. Preparation of financial statements and uses of accounting ratios. Principles of cost and management accounting. Introduction of Public Sector Accounting. Difference between Public Sector and Private Sector Accounting, Government budgetary system.

Reading List

1. Wood. F., (2008). *Business Accounting 1 & 2*, Prentice Hall.
2. Jennings, A. R., (1993). *Financial Accounting*, Thompson.
3. Mukherjee, A., (2000). *Modern Accounting*, Tata McGraw-Hill.
4. Millichamp, A. H., (1992). *Foundation Accounting*, 3rd Edition, DP Publications Ltd., London.
5. Maheshwazi, S. N., (1993). *An Introduction to Accounting*, Vikas Publishing House.

MADM 604 FINANCIAL MANAGEMENT

Objective

The principal objective is to improve the business manager's ability to handle with professionalism the various financial problems confronting businesses of all sizes. Basic financial management issues are covered. Additionally, students will study financial concepts and strategies that maximize the value of the firm.

At the end of the course, students will be able to describe the financial environment within which an organization functions. They will also be able to assess and evaluate the plans, actions and financial positions of clients etc.

Description

Topics covered include the financial function, financial reports and their interpretation, time value of money, risk and return, capital budgeting techniques, financial markets and financial analysis and

planning, capital structure decisions and cost of capital, dividend policy and working capital management.

Reading List

1. Ross, S. A. Westerfield, R. W. & Jordan, B. D., (2002). *Corporate Finance*, 6th Edition, McGraw-Hill, Irwin Publishers.
2. Van Horne, J. C. & Wachowiz Jr., J. M., (1992). *Fundamentals of Financial Management*, 12th Edition, Prentice Hall.
3. Keown, J., Martins, J. D., Petty, J.W. & Scott, D. F., (2002). *Financial Management-Principles and Applications*, Pearson Education Ltd.
4. Brealey, R. A. & Myers, S. C., (2006). *Principles of Corporate Finance*, McGraw- Hill.
5. Watson, D. & Head, A., (2007). *Corporate Finance-Principles & Practice*, 4th Editions, Prentice Hall.

MADM 605 QUANTITATIVE ANALYSIS AND DECISION-MAKING

Objective

The course aims at providing the necessary foundations in the use of quantitative techniques for management decision-making. It is expected that by the end of the course students will be able to apply quantitative tools to the solution of business problems. It is also expected that students will gain the basic knowledge of features of recommended software tools used for optimization, simulation and project management.

Description

Topics to be covered include mathematics review; linear programming: model formulation and graphical solution, computer solution and sensitivity analysis; network flow models; transportation, transshipment and assignment problems; probabilistic techniques: probability and statistics, decision analysis, queuing analysis; forecasting demand; and inventory management.

Reading List

1. Taylor III, Bernard, W., (2004). *Introduction to Management Science*, 9th Edition, Prentice Hall.
2. Anderson, D. R., Sweeney, D. J., & Williams, T. A., (1995). *Quantitative Methods for Business*, 6th Edition, West Publishing Company.
3. Swift, L. & Piff, S., (2005). *Quantitative Methods for Business, Management and Finance*, 2nd Edition, Palgrave.
4. Mik, W., (2006). *Quantitative Methods for Decision Maker*, 4th Edition, Prentice Hall.
5. Waters, D., (2008). *Quantitative Methods*, 4th Edition, Prentice Hall, U.K.

MADM 607 MANAGEMENT INFORMATION SYSTEMS

Objectives

This course is concerned with the strategic importance of information systems to organizations in the modern business environment. It recognizes that although many organizations employ information technology professionals, all business executives now have a key role to play in the provision of information that adds significant value to the ever-increasing volume of data processed for management decision making. Upon successful completion of the course students will be able to apply information technology in their business organizations.

Description

The course will develop an understanding of general information systems, concepts and practices and technological environment of the contemporary organization. The course will cover management applications of computer technology, managerial decisions including the use of computer and its role in various information systems, role of systems in modern business/organization, information retrieval, file processing etc.

Reading List

1. Laudon, K. C. & Laudon, J. P., (2008). *Management Information System: Managing the Digital Firm*, 10th Edition, Upper Saddle River, Prentice-Hall, New Jersey.
2. Post, G. V. and Anderson, D. L., (2006). *Management Information Systems: Solving Business Problems With Information Technology*, 4th Edition, McGraw Hill.
3. Bocij, P., Chaffey, D., Greaseley, A., and Hickie, S., (2002). *Business Information Systems: Technology, Development, and Management for e-business*, 2nd Edition, Prentice-Hill.
4. Stair, R. M., Reynolds, G. W., (2001). *Principles of Information Systems: A managerial approach*, Thompson.
5. Oz, E., (2000). *Management Information Systems*, Thompson
6. Bergend, G., (1981). *World Information Systems*, John Wiley and Sons.

MADM 608 PRODUCTION AND OPERATIONS MANAGEMENT

Objective

At the end of the course the student will appreciate the role of top management in the running of an organization; understand how to ensure quality in the organization; and appreciate the need to motivate workers. They will be equipped with quantitative methods for production and operations management; appreciate the various approaches to decision making; be able to create competitive advantage for their organization; and realize that, the operations function has a major influence on customer satisfaction.

Description

Topics to be covered include: strategic importance of operations: introduction to operations and competitiveness, operations strategy; designing the operating system; products and services, processes and technologies, facilities and project management; managing the supply chain: supply chain management, forecasting, capacity and aggregate planning, just-in-time and lean production, enterprise resource planning and scheduling; ensuring quality management and statistical project control.

Reading List

1. Russell, R. S. and Taylor III B.W., (2003). *Operations Management*, 4th Edition, Prentice Hall.
2. Williams, J. Stevenson, (1999). *Production/Operations Management*, 6th Edition, McGraw-Hill.
3. Nigel S., Stuart C, Robert J. and Alan B., (2006). *Operations and Process Management: principles and practice for strategic impact*, Prentice Hall.
4. James, B. & Dilworth, (1996). *Operations Management*, McGraw Hill.
5. Chase, Richard B, et al., (2006). *Operations Management for Competitive Advantage*, CIPD.

MADM 609: MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Objective

This course focuses on how managers become effective leaders by addressing the human side of enterprises in which people work either as individuals, in groups or teams.

Description

This course is designed to expose students to various theories and research which seek to describe and explain individual and group attitudes and behaviours in organisations. It covers issues such as evolution of management thought, interpersonal relations, motivation and productivity, group culture, organizational leadership, managerial behaviour and theoretical framework for the study of organizational behaviour.

Reading List

1. Martin, J., (2001). *Organisational Behaviour*, Thompson Learning, Brookshire House, London.
2. Robins, P. S., (1993). *Organisational Behaviour*, Prentice Hall, New Jersey.
3. Handy, C. B., (1993). *Understanding Organisations*, Penguin, London.
4. Child, J., (1984). *Organisation: A guide to problems and practices*, Hamper & Row, N.Y.
5. Dessler, G., (2001). *Leading people and organizations in the 21st century*, Prentice Hall.

MADM 610 MARKETING MANAGEMENT

Objective

On completion of the course, the student will be able to understand marketing strategy as applied by local and international companies and also understand how to apply analytical and critical thinking skills in marketing decision making.

Description

Topics to be treated include the meaning and scope of marketing, the marketing environment (internal and external), marketing audits, tools of marketing, marketing planning and decision-making, marketing skills for analyzing marketing problems, managing sales, physical distribution, advertising, sales promotion, marketing research and international marketing.

Reading List

1. Armstrong, G. Kotler, P., (2005). *Marketing an Introduction*, 7th Edition, Pearson Prentice Hall.
2. Boyd H, Walker. O. Marlins, J. and Larreche, (2002). *Marketing Management: A Strategic Decision Making Approach*, 4th Edition, McGraw-Hill, Irwin.
3. Bearden, W., Ingram, T. and Lafarge, R., (2001). *Marketing Principles and Perspectives*, 3rd Edition, McGraw-Hill, Irwin.
4. DeLozier M.W and Moodside, (1978). *Arch Marketing Management; Strategies and cases*, Charts Merrill.

MADM 611 ADVANCED CORPORATE REPORTING

Objective

On completion of the course, candidates will be able to explain and evaluate the implications of accounting standards, legitimacy and acceptability of an accounting practice by companies.

Description

Topics will include the international Accounting Standard; preparation of reports for external and internal users, current issues and development. Preparation of the financial statements of complete business entities, ethics and business conduct.

Reading List

1. Gupta, Shashi K. Mehra, Arun., (2008). *Financial Analysis and Reporting*, Kalyani Publishers.
2. Greuning, Hennie van, (2008). *International Financial Reporting Standards. a practical guide*, Kalyani Publishers.
3. Gyasi, K., (2002). *Partnership and Company Accounts*, Kwabotwe.
4. Davies, P. and Wilson, (2001). *Financial Reporting*, Butterworths.

MADM 612 ADVANCED BUSINESS TAXATION

Objective

To enable students acquire a sound understanding of the different tax systems and tax administration in Ghana. Students will be able to differentiate between the various tax systems in Ghana; apply the tax principles and laws in the work environment; determine tax liabilities.

Description

Topics to be covered include scope of corporation tax, capital allowance, charges on income, etc; chargeable gains-principles and scope, basis of calculation; calculation of corporation tax liability; employers' income-basis of assessment, allowable deductions, the PAYE system, calculation of profits chargeable to corporation tax.

Reading List

1. Abdallah, A. N., (2002). *Taxation in Ghana: Principles, Practice and Planning*, Black Mask Limited.
2. Davies, E. M., (1995). *Guide to Corporation Tax*, Cavendish.
3. Gaur, V. P., (2008). *Income Tax Law and Practice*, Kalyeni Publishers.
4. Agyeman, E. P., (2005). *Income Tax, Gift Tax and Capital Gains Tax*, EDA Publications.
5. Ambala, Nsor, R., (2008). *A Reference Book for Taxation in Ghana*, Graphic Packaging Ltd.

MADM 613 AUDITING AND ASSURANCE SERVICES

Objective

The primary aim of this course will be to provide an understanding of the concepts of and the approaches to audit, investigations and assurance services and to ensure the development of skills to apply the underlying concepts and approaches to professional services.

Description:

Topics will include professional and ethical considerations, rules of professional conduct, etc. Practice Management, audit processes assignments, audit reports, quality control practices and procedures and audit strategy. etc.

Reading List

1. Arens, A. A., Elder, R. J., Beasley, M., (2005). *Auditing and Assurance Services: An Integrated Approach*, Pearson.
2. Cosserrat, R., (2004). *Modern Auditing*, John Wiley and Sons Ltd.
3. Rittenberg, L. E., Schwieger, B. J., (2005). *Auditing: Concepts for Changing Environment*, Dryden Press.
4. Knapp, M. C., (2007). *Contemporary Auditing: Real Issues and Cases*, 8th Edition, Thomson, South-Western Publishers.

MADM 614 MANAGEMENT ACCOUNTING

Objective

The aim of the course is to enable students develop the capacity to analyse and discuss managerial and cost accounting issues for improving decision-making. Decision making tools are covered in the course as they relate to planning, communicating, co-ordinating control, performance measurement and reward systems within an entity. Further, cost concepts dealing with cost behaviour, cost classifications and importance of controlling and cutting costs will be discussed.

Description

Topics to be covered include:

budgets and budgetary control – preparation of short and long term budgets, functional and master budget from given information; standard costing including variance analysis; decision making accounting including description of how relevant costs are used for decision-making, pricing determination. Performance evaluation and control – definition of responsibility, accounting merits and demerits of decentralization, computation of return on investment (ROI), transfer pricing, etc.

Reading List

1. Drury, C., (2000). *Management and Cost Accounting*, Thompson.
2. Avora, M. N., (1993). *Cost Accounting: Principles and Practice*, Vikas Publishing.
3. Agarwal, N. P., (2007). *Budgetary Control Techniques*, RBSA, Publishers.
4. Lucey, (2000). *Cost Accounting*, Thompson.
5. Horngren, C. T., (1993). *Cost Accounting: A Managerial emphasis*, Prentice Hall.

MADM 615 STRATEGIC BUSINESS PLANNING AND DEVELOPMENT

Objective

This course is designed to develop themes from a number of courses studied at the undergraduate and first year graduate levels ensuring the application of knowledge in these areas. It provides skills for strategic analysis and its impact on organizational development.

Description

The course includes the study of strategic planning models used in the formulation, evaluation and implementation of strategies. It equips students with the conceptual framework of setting organizational objectives. At the end of the course students will be able to conduct environmental SWOT analysis. The course imparts knowledge and builds skills for strategy analysis, evaluation and choice. It also deals with the essential issues of making strategies work, the preparation of business plan and its implementation. Other topics to be explored will include forecasting and scenario planning. Students will be exposed to the use of quantitative and competitive tools such as the balanced scorecard, competitive intelligence and the resource-based view of achieving competitive advantage.

Reading List

1. David Fred R., (1998). *Strategic Management Concepts*, Prentice Hall.
2. Agawal N. P., (2007). *Strategic Control Techniques*, RBSA Publishers.
3. Chandra, Prasanna, (2006). *Project Planning, Analysis Selection, Financing Implementation and Review*, Tata McGraw-Hill.
4. Gupta, Shashi K., (2003). *Financial Management Strategies*, Kalyani Publishers.

MADM 616 CORPORATE FINANCIAL ANALYSIS

Objectives

The objective of this course is to provide students with the ability to understand financial accounting theory and standards. Students will review types of businesses, the full accounting cycle, the full range of financial statements and how to properly review all financial data. They will also learn how to use financial statements to forecast and create projections for future financial performance.

Description

Topics to be treated include: financial statements, evaluation of corporate financial performance, corporate financial planning and control, financial forecasting, analysis and impact of leverage, cost of capital, corporate valuations and financial modeling, financial distress and corporate reorganization, capital budgeting techniques, tax and inflation in investment appraisal, portfolio theory and the capital asset pricing model, and the role of efficient markets in project appraisal, arbitrage and asset pricing.

Reading List

1. Brigham, E. F. & Ehrhardt, (2002). *Financial Management: Theory and Practice*, 10th Edition, Harcourt College, Fort Worth, TX, Thomson, South-Western.
2. Berk, J., & De Marzo, P., (2007). *Corporate Finance*, Addison Wesley.
3. Keown, A. J., Martin, J. D., Petty, J. W. & Scott, D. F., (2005). *Financial Management: Principles and Applications*, 10th Edition, Pearson Education Ltd.

4. Soffer, L. C. & Soffer, R. J., (2003). *Financial Statement Analysis: A Valuation Approach*, Prentice Hall.
5. Penman, S., (2007). *Financial Statement Analysis and Security Valuation*, 3rd Edition, McGraw-Hill.

MADM 617 CORPORATE AND BUSINESS LAW

Objective

The aim of this course is to enable students develop an understanding of the basic principles of business law and enhance an appreciation of the social environment in which relevant business operations are carried out.

Description

Students will also be exposed to the vast array of laws, rules and regulations that determine how businesses carry out their functions. These include constitutions, statutes, executive orders, administrative regulations, ordinances, charters, bye-laws of autonomous or semi-autonomous bodies, treaties and certain agreements and judicial precedents.

Specific topics include public processes that produce law, law of contracts and agency, partnership and company law. Torts involving individual managers, torts involving the business organization and special considerations for the manager.

Reading List

1. *The Constitution of the Republic of Ghana*, 1992.
2. *The Contracts Act*, 1960 (Act 25).
3. *The Companies Act*, 1963 (Act 179).
4. *Incorporated Private Partnership Act*, 1963.
5. Adams, Alix, (2006). *Law for Business Students*, 4th Edition, Longman, London.
6. Barnes, A James, et al., (2006). *Law for Business*, 9th Edition, McGraw-Hill, Boston.
7. Bondzi-Simpson, (2002). *Law of Contract*. Excellent Publishing and Printing, Accra.
8. Ellison, J. et al, (1994) *Business Law*, 3rd Edition, Business Education Publishers Ltd, Sunderland, UK.

MADM 618 ADVANCED PUBLIC SECTOR ACCOUNTING

Objective

The objective of this programme is to help improve the accounting knowledge and skills in public sectors to enable managers interpret accounting information in these sectors in their day to day activities. In the long term the course will help potential leaders or non accounting managers to understand accounting language which pertains to the government sectors such as Ministries, Departments and Agencies.

Description

Topics to be covered include:

the Public Sector and its definition; difference between public sector and private sector accounting; characteristics of a public sector as compared to private sector; reasons for the existence of public sector organizations. Documents produced by Government as a safeguard to control public funds.

Functions and responsibilities of the Minister of Finance, Controller and Accountant General, Auditor General, etc.

Public sector budgetary system and how budgets are prepared and presented to Parliament.

Meaning of terms like virement, supplementary estimates, vote controller. District Assemblies, sources of funds and how disbursed; District Assemblies Common Fund and the procedure for allocation to the districts.

Reading List

1. Johnson, J. E., (1992). *Public Sector Accounting and Financial Control*, Financial Training Ltd.
2. Scott, G. K., (2003). *Management and Control of Public Funds*, New Times Corporation.
3. *Constitution of Ghana*, 1992.
4. *Financial Administration Act*, 2003.
5. *Financial Administration Regulation*, 2004, LI 1802
6. *Local Government Act*, 1993, Act 462.
7. *The Public Procurement Act*, 2003.
8. *Internal Audit Agency Act*, 2003, Act 658.

MADM 620 RESEARCH METHODS

Objective

At the end of the course the student will be able to collect “clean” data for any type of study; describe large complex data sets; compute both point and interval estimates and conduct hypothesis tests on them. They will be able to run regression analysis for both simple and multiple regression models; use the regression result to make quantitative forecasts; create competitive advantage for their organizations through quantitative analysis; and use the methods learnt to write their long essays and thus add to existing knowledge.

Description

Topics to be covered include the purpose of research, conceptual issues in research, concepts of estimation and hypothesis testing, data sampling etc. In particular, topics covered will include: social research, its theory and ethics, literature review and planning a study, preparing a research proposal, qualitative and quantitative measurement, qualitative and quantitative sampling, conducting quantitative research and analysis of quantitative data.

Reading List

1. Neuman, W. L., (2007). *Basics of Social Research: Qualitative and Quantitative Approaches*, 2nd Edition, Pearson.
2. Albright, S. C., Winston, W. L., and Zappe, (2003). *Data Analysis and Decision Making with Microsoft Excel*, 2nd Edition, Thomson Brooks/Cole.
3. Leedy, P. D. & Ormrod, J. E., (2005). *Practical Research: Planning and Design*, 8th Edition, Prentice Hall.
4. Kuthan, C. R., (2004). *Research Methodology: Methods and Techniques*, 2nd Edition, New Age Int. Ltd.
5. Cooper, D. S., Pamela S., (2006). *Business Research Methods*, McGraw-Hill.
6. Mcburney, D. H., (2004). *Research Methods*, 6th Edition, Thompson.

MADM 624 INTERNATIONAL FINANCIAL MANAGEMENT

Objective

This course focuses on business and financial challenges which multinational as well as pure domestic companies face in an uncertain global financial environment. It enables students to properly analyse and balance international risks and opportunities in managing businesses. The ultimate goal of this course is to equip managers and potential managers with knowledge and skills to enable them make informed decisions that will maximize the value of the firm.

Description

This course considers the problems of business financial management from the global perspective. It examines topics such as the foreign exchange market, financial derivative market, internal fund flows – the balance of payments account; relationships among interest rates, inflation rates, exchange rates, spot exchange rates, and forward exchange rates, forecasting exchange rates, managing exposure to exchange rate fluctuations. International trade financing, multinational capital budgeting, country risk analysis and foreign direct investment.

Reading List

1. Madura, J., (2003). *International Financial Management*, 6th or 7th Edition, West Publishing Company.
2. Buckley, A., (2003). *Multinational Finance*, 5th Edition, Prentice Hall Financial Times.
3. Alan C. S., (2002). *Multinational Financial Management*, 4th Edition, Allyn and Bacon.
4. Levi, M., (2006). *International Finance: Financial Management and the International Economy*, McGraw-Hill International Book Company.
5. Ephraim, C., Levasseur, M. & Rousseau, P., (1996). *International Finance*, International Thompson Business Press.

MADM 626 STRATEGIC FINANCIAL MANAGEMENT OF BANKS

Objective

This course examines the role and importance of financial management to the modern bank. It teaches the basic models of financial management constructed from the experience of mature capitalist economies.

Description

This course is concerned with technologically-induced cost saving, circumvention or regulatory restrictions, superior management of interest-rate and investment risks, provision and access to better products and services and maintenance of stronger capital adequacy and base. Topics covered include: banking innovations and risk, bank accounts, bank valuation, bank risks management, cost of funds and the funding of operations, and capital management.

Reading List

1. Sinkey, J. F., (1989). *Commercial Bank Financial Management*, 4th Edition, MacMillan.
2. Fraser, D. R., Gup B. E. & Kolari., J. W., (1995). *Commercial Banking: The Management*, West Publishing Company.
3. Anin, T. E., (2000). *Banking in Ghana*, Woeli Publishing Service, Accra.
4. Machiraju, H.R., (2003). *Modern Commercial Banking*, Vilas Publishing House (PVT) Ltd., New Delhi.
5. Rose, P., (1999). *Commercial Bank Management*, McGraw-Hill, Irwin.

MADM 627 ANALYSIS OF FINANCIAL MARKETS

Objective

The aim of this course is to enable managers have knowledge of various markets and institutions that are available for securing capital for organizations and business enterprises in general. These institutions include the stock exchange, banks and leasing institutions.

Description

This course covers the principal characteristics, structure and organization of domestic and international financial markets, with special emphasis on the stock exchange, bond markets futures and options markets, foreign exchange markets, and the challenge they present in the globalization of the business environment. Other topics include: economics of financial intermediation and innovations, regulations of financial markets, determination and term structure of interest rates, international assets markets, and depository and non-depository institutions.

Reading List

1. Madura, J., (2006). *Financial Institutions and Markets*, 7th Edition, South-Western College Publishing.
2. Fabozzi, F. J., Modigliani, F. & Ferri, M. G., (2002). *Foundations of Financial Markets and Institutions*, 3rd Edition, Prentice Hall.
3. Mishkin, F. S. & Eakins, S. G., (2006). *Financial Markets and Institutions*, 5th Edition, Addison-Wesley.
4. Saunders, A. & Cornett, M. M., (2007). *Financial Markets and Institutions*, 9th Edition, McGraw-Hill, Irwin.
5. Rose, P. S. & Marquis, M. H., (2006). *Money and Capital Markets*, 9th Edition, McGraw-Hill, Irwin.
6. Thygeson, K. J., (1993). *Financial Markets and Institutions, A Managerial Approach*, Harper Collins College Publishers.

MADM 628 INVESTMENT MANAGEMENT

Objective

The aim of this course, among other things, is to equip students with the tools and strategies required for making informed investment decisions, analyzing investments and investment strategies in terms of their risk and expected rate of return. It also seeks to equip students with knowledge of activities on the capital markets the world over.

This course is concerned with the characteristics and analysis of individual securities, as well as with the theory and practice of combining securities into optimally efficient portfolios. The course reflects the realities of today's changing investment environment – from new investment vehicles, techniques, and strategies to regulations and taxes.

Description

The course is centered on three main topical areas: background and institutional environment, different types of securities, and investment management. Specific areas covered include: investment environment, asset allocation decision, securities market, portfolio management, asset pricing model, fixed-income and common stock securities valuation and management, derivative instruments, risk-return tradeoff, fundamental and technical analysis, institutional investors, portfolio management and portfolio performance monitoring and evaluation.

Reading List

1. Reilly, F. K., and Norton, E. A., (2006). *Investments*, 7th Edition, Thomson, South-Western.
2. Mensah, S., (2008). *Securities Markets and Investments, A Ghanaian Primer*, Smartline Ltd.
3. Levy, H. and Post, T., (2005). *Investments*, Prentice Hall, Harlow, England; New York.
4. Hirschey, M., and Nofsinger, J., (2008). *Investments, Analysis and Behaviour*, McGraw-Hill, Irwin.
5. Reilly, F. and Brown, K., (2002). *Investment Analysis and Portfolio Management*, South-Western.
6. Bodie, Z., Kane A., and Marcus A., (2004). *Investments*, McGraw-Hill.
7. Fabozzi, F., (1999). *Investment Management*, Prentice Hall.

MADM 629 ADVANCED CORPORATE FINANCE

Objective

This course enables students to employ a variety of tools for the purpose of equipping them with the ability for financial management decision making in companies and organisations.

Description

This is an advanced course in finance. Its main focus is to strengthen students understanding of the issues underlying corporate decision making in finance. The course will cover corporate valuation, risk and required rates of return, financing decisions and market efficiency, pay out policy and capital structure, leasing and project financing, working capital and financial planning, mergers, acquisitions and restructurings, valuation of options, risk management and corporate governance. Emphasis will also be placed on globalization and its implications for corporations.

Reading List

1. Brealey, R. A. and Myers, S. C., (2006). *Principles of Corporate Finance*, McGraw-Hill, Irwin.
2. Van Horne, J. C., (1995). *Financial Management and Policy*, 10th Edition, Prentice Hall.
3. Ross, S. A., Westerfield, R. W. and Jaffe, J., (2002). *Corporate Finance*, McGraw-Hill.
4. Higgins, R. C., (2007). *Analysis for Financial Management*, 8th Edition, McGraw-Hill, Irwin.
5. Kim, K.A., & Nofsinger, J. R., *Corporate Governance*, Prentice Hall.

MADM 631 HUMAN RELATIONS IN ORGANISATIONS

Objective

The aim of this course is to help students to understand and appreciate the importance of human relations both inside and outside work organisations; understand the forces that shape human behaviour at work, and the skills needed to develop effective human relations.

Description

Specific areas to be covered include: theories and concepts in human relations, personal and organizational communications, self concept and self esteem, values, attitudes and motivations, group dynamics and team building, leadership, employee/labour relations, conflict management and resolution, power and politics within organizations, personal and work-related stress, as well as workforce diversity.

Reading List

1. Costly, D. I. and Todd, R., (1978). *Human Relations in Organizations*, West Publishing Company, Minnesota.
2. Robbins, S. and Judge, T., (2007). *Organizational Behavior*, Pearson Education Limited, Australia.
3. Feldman, D. C. and Arnold, H., (1983). *Managing Individual and Group Behaviour in Organizations*, McGraw-Hill.
4. Mullins, L. J., (1996). *Management and Organisational Behaviour*, 4th Edition, Pitman Publishing.

MADM 632 HUMAN RESOURCE DEVELOPMENT

Objective

This course aims at exposing students to the theoretical framework for training and development as well as career development programmes and the process of creating a learning organization.

Description

This course covers the theories and techniques of training and development from strategic and operational perspectives. The specific areas to be covered include: employee needs assessment, programme design, implementation and evaluation, strategic training (analysis of aspects of training management) learning theories and long-term development for global competitiveness, as well as career management.

Reading List

1. Warner, J. M., (2002). *Human Resource Development*, Thompson.
2. Vohra, M., (2000). *Management training and development*, Anmol Publications.
3. Redman, W., (1994). *Portfolios for development: A guide for trainers and manager*, Nicholas Publishing.
4. Margerison, C., (1991). *Making management development work*, The McGraw- Hill series.
7. Keith, H. & Saunders, M., (1996). *The in-house trainer as consultant*, The Kogan Page Trainer Series.

MADM 633 STRATEGIC HUMAN RESOURCE MANAGEMENT

Objective

The aim of this course is to generate a perspective in the way in which critical issues relating to people can be addressed and to enable them to make strategic/competitive decisions that have a major and long term impact on the behaviour and success of the organization.

Description

The specific areas to be covered include: the concept of strategic HRM, approaches to strategic HRM, formulation of HRM strategies, the link between business and HR strategy, theoretical perspectives of HRM, SHRM models, common elements of HR strategies, resourcing strategies, formulating HR strategies, implementing and evaluating HRM strategies, strategic human resource development, strategic human resource development and organizational effectiveness.

Reading List:

1. Alan, P., (2006). *Human Resource Management in Business Context*, Thomas

- Learning, Derby.
2. Dreher, F. G. and Dougherty, T. W., (2001). *Human Resource Strategy: A Behavioural Perspective for the General Manager*, McGraw-Hill, Irwin.
 3. Bateman, T. S. and Snell, S.A., (1999). *Management, Building Competitive Advantage*, 3rd Edition, McGraw-Hill Irwin, San Francisco.
 4. Mathis, T.L. Jackson, J.H., (2004). *Human Resource Management Practice*, 10th Edition, Thomson, South Western.
 5. Torrington et., al., (2002). *Human Resource Management*, 5th Edition, Pearson Education Limited.

MADM 634 INDUSTRIAL RELATIONS AND LABOUR LAW

Objective

The objective of this course is to help students understand how to safeguard the interest of labour and management by helping them secure the highest level of mutual understanding and goodwill in the organisation.

Description

The course provides a framework of knowledge relating to the concepts, theories, institutions and practices of industrial relations. The course takes a critical look at the nature of employment relationship and its legal framework; collective bargaining and the politics of collective bargaining; trade unions and the logic of collective actions and the influence of the state on employment relations. The interconnection between workplace control, collective bargaining and the broader economic and political context of work organisations.

Reading List

1. Ellison, John et al., (1994). *Business Law*, 3rd Edition, Business Education Publishers Ltd, Sunderland, UK.
2. Marsh, S.B and Soulsby, J., (1998). *Business Law*, Stanley Thornes publishers Ltd, Cheltenham, UK.
3. *Labour Act*, 2003 (Act 651).
4. Anderman, D. S., (2000). *Labour Law Management Decisions and Workers' Rights*, 4th Edition, Butterworths, London
5. Anderman D. S., (2001). *The Law of Fair or Unfair Dismissal*, 3rd Edition, Butterworths Lexis News, London.

MADM 635 SALES MANAGEMENT

Objective

The objective of this course is to enable students to understand the strategic importance of the sales manager, understand the principles, concepts and theories of Sales Management

Description

Topics to be covered include meaning and scope of sales management, functions of the salesman (and saleswoman), the sales manager, preparation of sales reports such as sales plans and budgets, demand estimation, sales force organisation, sales force development (recruitment, selection and training), the use of promotional materials at the outlets, report submissions on the extent of product distribution on the outlets to management, monthly sales reports etc.

Reading List

1. Radick, M., (1998). *Sales and Marketing Management*, McGraw Hill, New York.
2. Shook, R. L., (1998). *The greatest Sales Persons*, Harper and Row, New York.
3. Kapferer, J. N., (2004). *The New Strategic Brand Management*, 3rd Edition, Cambridge University Press.
4. Futrell, C., (2001). *Sales Management, Team Work, Leadership and Technology*, Dryden Press.
5. Churchill, G., Ford, N. & Walker O., (1997). *Sales Force Management*, McGraw Hill, USA.

MADM 636 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Objective

The main aim is to equip students with knowledge and skills to function effectively as Human Resource Managers in the global setting.

Description

The specific areas to be covered include: examination of the concept of international human resource management (IHRM), culture and international management, recruitment/selection, repatriation of expatriate employees, training and development for international assignments, performance management in the international context, international compensation, international labour relations, leadership and ethics in international management, and managing multicultural teams and workforce diversity.

Reading List

1. Edwards, T. R. C., (2006). *National Systems and International Human Resource Management, Globalization Multinational Companies*, Prentice Hall.
2. Holt, D. H., (1998). *International Management: Text and Cases*, Dryden Press.
3. Peter, D. J., (2008). *International Human Resource Management*, South Western.
4. Armstrong M. (2001) *A Handbook of Human Resource Management Practice*, 10th Edition, Kogan Page Ltd. London.
5. De Cenzo, D. A. and Robbins, S. P., (1999) *Human Resource Management*, Smith Western Coil, USA.

MADM 637 MARKETING OF SERVICES

Objective

At the end of the course, students will be able to conduct a basic analysis of a service business from a marketing perspective, including product or service definition, identifying the target market(s) and positioning strategies.

Description

The course introduces students to the use of general marketing concepts in service-oriented organisations and businesses. The peculiar nature of services (intangibility, inseparability, variability, and perishability); strategies for service firms critically analyzed. Other topics include service quality, impact of services on employees, managing demand and capacity, etc.

Reading List

1. Zenithal, V. A, Bitner et al., (2006). *Services Marketing*, 4th Edition, McGraw-Hill, Irwin.
2. Bradley, F., (2004). *International Marketing Strategy*, 5th Edition, Pearson.
3. Davies, B., Baron, S. et al., (1999). *Measuring and Managing Service Quality*. Marketing Intelligence and Planning. Vol. 17 No. 1. pp 30-40.
4. Kaegan, W. J. and Green M. C., (2006). *Global Marketing*, 4th Edition, Prentice Hall.
5. Palmer, A., (2007). *Principles of Service Marketing*, 5th Edition, McGraw-Hill, London.
6. Kapferer, J.N., (2004). *The New Strategic Brand Management*, 3rd Edition, Cambridge University Press.

MADM 638 MANAGEMENT OF CHANGE AND ORGANISATIONAL DEVELOPMENT

Objective

The increasing pace of global, economic, and technological development makes change an inevitable feature of organizational life and this must be well managed in order to survive in today's competitive business environment. This course therefore aims at providing the essential ingredients for understanding and effectively managing organizational change through appropriate organizational development interventions.

Description

The concept, issues and ideas presented in this course therefore will provide the essential ingredients for understanding and managing change effectively. Specific areas to be covered include: theoretical foundations for understanding change and development, the concept of change and change models, approaches to and ways of changing organizations, the history of Organizational Development (OD), the OD cycle, and OD interventions. It will also explore how organizations succeed or fail through innovations and change or the lack of it.

Reading List

1. Cummings, G. T. & Worley, C. G., (1975). *Organisation Development and Change*, 5th Edition, West Publishing Company, N. Y.
2. French, L. W. & Bell, C. H., (1999). *Organisation Development Behavioural Science Intervention for Organisation Development*, 6th Edition, Prentice Hall, N. J.
3. Rothwell, W. J. & Sullivan, R. L., (2005). *Practicing Organisation Development. A guide for consultants*, John Wiley & Sons, New York.
4. Kanna, L. A., (2007). *Managing organizational change: A handbook for practitioners*, Combent Impressions.

MADM 639 INTERNATIONAL MARKETING

Objective

At the end of the course, students are expected to know how to distinguish between domestic business and international business and explain the components of the international (marketing) environment.

Description

The topics covered include: the scope, challenges, and strategies of international marketing, the structures of international markets including economic factors, foreign cultures, nationalism and government regulation, foreign market research, international distribution channels, international product policy, international promotion and pricing policy.

Others include marketing problems arising from differing degrees of foreign involvement such as exporting, licensing, establishing foreign subsidiaries and the organization of international marketing activities.

Reading List

1. Albaum, G., Strandkov. J. Duer E., (2001). *International Marketing and Export Management*, 3rd Edition, Addison Wesley, Longman Publishing Company.
2. Levitt, T., (1986). *The Marketing Imagination*, Free Press, New York.
3. Czinkota, M. & Ronkainen I., (1993). *International Marketing*, 3rd Edition, Dryden Press, Chicago.
4. Cateora, P., (1993). *International Marketing*, 8th Edition, Homewood, Irwin
5. Punnet, B. J., (1994). *Experiencing International Business Management*, 2nd Edition, Belmont, CA Wadsworth.

MADM 640 CONSUMER BEHAVIOUR

Objective

The course aims at teaching students the various types of consumers, how they behave, and how to deal with such behavioural attitudes.

Description

It will provide students with an understanding of concepts and theories underpinning consumer behaviour as an academic discipline. By the end of the course, students will be able to appreciate the psychological and emotional processes that consumers go through and the bases of their actions as they search for products/services, and ideas they expect could satisfy their needs and desires.

Other relevant topics include learning, memory and beliefs.

Reading List

1. Peter, P. and Olson, J., (1996). *Consumer Behaviour and Marketing Strategy*, 4th Edition, McGraw-Hill, Irwin.
2. Hawkins D. I & Best, K. N., (1992). *Consumer Behaviour, Implications for Marketing Strategy*, 4th Edition, McGraw-Hill.
3. Loudon, D. and Bitta, B., (1993). *Consumer Behaviour*, 4th Edition. McGraw-Hill.
4. Paul, J. and Donnelly, J. Jnr., (1997). *A Preface to Marketing*, 7th Edition, McGraw-

- Hill, Irwin.
- Solomon, M., Bamossy G. et al., (2006). *Consumer Behaviour: an European Perspective*, 2nd Edition, Prentice Hall.
 - Peter, P. J. and Donnelly, J. H., (1997). *Preface to Marketing Management*, 7th Edition, Burr Ridge, Irwin.

MADM 642 INTEGRATED MARKETING COMMUNICATIONS

Objective

After taking this course, the students will be able to apply the key terms, concepts and definitions used in integrated marketing communications (IMC) and will be able to choose a marketing communications mix to achieve the IMC campaign objective of a firm.

Description

Topics to be covered include the nature and scope of IMC, tools of IMC, advertising, media and research techniques, copy-writing as well as the social, ethical and regulatory aspects of advertising, the challenges facing the implementation of IMC in organizations, etc.

Reading List

- Belch, G. and Belch, M., (1993). *Advertising and Sales Promotion, an IMC Perspectives*, 2nd Edition, McGraw-Hill, U.S.A.
- Clew, B., (2007). *Integrated Advertising Promotion and Marketing Communication*, Pearson Education Inc., New Jersey.
- Piketon, D. & Broderick, A., (2005). *Integrated Marketing Communications*, 2nd Edition, Ashford Color Press.
- Smith, P. R. Taylor, J., (2002). *Marketing Communications: An Integrated Approach*, 3rd Edition, Kogan Page.
- Duncan, T., (2005). *Principles of Advertising & Integrated Marketing Communication*, John Murray Publications, London.

MADM 644 MAREKTING RESEARCH AND ANALYSIS

Objective

At the end of the course students will be able to apply the key concepts and theories in marketing research for decision making and will understand the processes involved in marketing research.

Description

Topics to be covered include the nature and scope of Marketing Research, sources of data (primary and secondary data), preparation and administration of questionnaires; sampling methods [random and non-random methods], field interviewing and field supervision, data collection and analysis, report writing etc. It will also discuss challenges facing Marketing Research and how to overcome them.

Reading List

- Marshal, P., (1997). *Research Methods: How to design and conduct a successful project*, Deer Park production, Plymouth.
- Oppenheim, A.E. et al., (1986). *Questionnaire Design and Attitude Measurement*, Heinemann Educational Books.

3. West, C., (1999). *Marketing Research*, Macmillan.
4. Sigmund, W.G., (1994). *Business Research Methods*, 4th Edition, Forth North Dryden Press.
5. Sprout, H. L., (1988). *Handbook of Research Methods, a guide to practitioners and students in the social science*, Scarecrow Press, New Jersey.

MADM 645 ENTREPRENEURIAL MANAGEMENT

Objective

The main objective of this course is to help students develop an awareness of their entrepreneurial skills, interests, capabilities and potentials.

Description

This course offers students the opportunity to acquire knowledge and understand concepts to respond to entrepreneurial issues pertinent to the following inter-related areas: entrepreneurship as a premier socio economic process in nation building; interface between corporate entrepreneurship, small scale enterprises and organizational performance; creativity, innovation and development; entrepreneurial activities, and micro/macroeconomics; common research areas in the general field of entrepreneurship and SME's. The course will be organized into two major sections - theory and practice. Section one will focus on the theoretical aspects in the field of entrepreneurship and section two on the practical issues relating to the creation and management of self-owned ventures.

Reading List:

1. Hisrich, R. D., (2008). *Entrepreneurship*, 7th Edition, McGraw-Hill New York.
2. Katz, J. A. & Green, R. P., (2007). *Entrepreneurial Small Business*, McGraw-Hill, New York.
3. Kuratko, D. F. & Hodgetts, R. M., (1998). *Entrepreneurship: A contemporary approach*, 4th Edition, Dryden Press, Texas.
4. Wickham, P.A., (2006). *Strategic Entrepreneurship*, 4th Edition, Pearson Educational Ltd., England.
5. Arora, R. & Sood, S. K., (2007). *Entrepreneurship Development*, Kalyani Publishers, New Delhi.

MADM 648 ADVANCED STRATEGIC MARKETING DECISIONS

Objective

The course is designed to provide students with a comprehensive understanding of the many dimensions of the Strategic Marketing concept and how it affects strategic decisions and competitiveness.

Description

Topics to be covered include the meaning, nature and scope of Advanced Strategic Marketing, key concepts and theories in strategic marketing, formulation of appropriate competitive strategies, effective positioning strategies for products and services and understanding strategic networks and customer relationship marketing. Other topics include formulating appropriate product or brand strategy, formulating appropriate pricing strategy, developing effective marketing communications strategy, monitoring and measuring marketing performance, marketing cases and presentations in class and developing comprehensive marketing plan for the firm.

Reading List

1. Bearden, Ingram and Lafarge, (2004). *Marketing Principles and Perspectives*, 4th Edition, McGraw Hill, New York.
2. Wilson, R. M. Gilligan C. and Pearson D. J., (1994). *Strategic Marketing Management, Planning, Implementation and Control*, Butter Worth-Heinemann, UK.
3. Walker. B and Larreche, (2002). *Marketing: Planning and Implementation*, 2nd Edition, McGraw Hill, Irwin.
4. Kotler, P. and Armstrong, (1999). *Principles of Marketing*, 7th Edition, Prentice Hall Inc.
5. Wilson, R. and Gilligan, C., (1997). *Strategic Marketing Management: Implementation and Control*, Butterworth-Heinemann, UK.

MADM 661 ECONOMICS

Objective

This course is designed to provide students with the principles and tools of both micro and macro economics to help students develop some understanding of the economic environment in which businesses operate at both the private and public levels and how to think strategically within it.

Description

It covers topics like demand and supply and their functions, elasticity of demand and supply and their usefulness, consumer behaviour and the indifference curves, production and cost theories of the firm and special emphasis on competition under different market structures such as monopoly, perfect competition and the basic issue of the general equilibrium theory, measurement of economic performance such as output, income, inflation, unemployment, the role of money and national investment policies in the developing countries.

Reading List

1. Begg, D. Demain, W., (2007). *Economics For Business*, McGraw-Hill
2. Colander, D. C., (2006). *Macroeconomics*, 6th Edition, McGraw-Hill
3. Colander, D. C., (2004). *Microeconomics*, McGraw-Hill.
4. Schiller, B. R., (2006). *The Economy Today*, McGraw-Hill.
5. William, J., Stephen, J. et al., (2005). *Economics: Principles, Problems, and Policies*, McGraw-Hill.
6. William, D. N. Samuelson, P. A., (2005). *Economics*, 18th Edition, McGraw-Hill.

MADM 663 ECONOMICS FOR MANAGERS

Objective

The course will offer participants knowledge of various frameworks for analyzing business decisions through the application of economic theory to business problems, thereby developing general principles that can be applied to business decision making.

Description

Topics to be covered include the introduction to demand and forecasting, introduction to managerial economics, optimization techniques, demand theory, consumer behaviour and rational choice, estimating demand functions, business and economic forecasting; production and cost; production

theory, technological change and industrial innovations, the analysis of cost; market structure, strategic behaviour and pricing; risk uncertainty and incentives; government-business relations and the global economy; decision making over time.

Reading List

1. Baye, R. M., (2003). *Managerial Economics and Business Strategy*, 2nd Edition, McGraw-Hill/Irwin Publishers, New York.
2. Maurice, C. S. & Thomas, C., (1995). *Managerial Economics*, 5th Edition, McGraw-Hill, Irwin Publishers, New York.
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